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SUNDAY, AUGUST 13, 196



Readers scour part of the nearly 1864 daily newspapers received every day in search of items concerning the some 1000

By Morman Driscoll, Staff Photographer clients of Press Intelligence, Inc. Vice President Paul Lewis is in foreground.

## Clippings As a Managerial Tool

Press Intelligence Reads for 1000 Clients By Frank C. Porter, Staff Reporter

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MONG the best-read citi clippings zens in the Washington what use are they put? area are some 100 men and They enable a company to to keep tabs on a mere 700 acquire intelligence of its publications, it now regularly facilities are facilities are regularly facilities. hardly a page unturned.

clipping business—an industry of new plants, and provide which has undergone vast and universities and institutions bags of mail that strive each fundamental changes since its with likely prospects for condaw at the company offices. beginnings about 90 years ago. tributions.

limbo next to the pressed gar remarkable bow many large clients, scan every page and denia from Mom's junior corporations have no idea prom. By contrast, Paul M. what the public thinks of Lewis, vice president and co-them, Lewis explains. founder of Press Intelligence,

Greens utitussa TS WEEKDY

1000 customers expect of the it initiated a big expansion hundreds and hundreds of program a year or so ago. It they receive?

their work, regularly persue rivals' activities. They facili- searches through 1755 daily 14,000 publications, leaving tate product engineering, serve newspapers, 9300 weeklies and as a valuable aid in market 3000 general and trade maga-They are the employes of research, provide a history of zines. Press Intelligence, Inc., one of company activities, contribute the big four in the newspaper sales leads, facilitate location

describes its function today as a valuable tool in the development of managerial avails.

to now occupies an entire floor in the Victor Building at 724

SSEMBLY line techniques day at the company offices. The faded newspaper clip. Not the least of these func-ping was once relegated to a tions is public relations. It is the needs of 1000 different clients, scan every page and whole pages.

The teer sheets

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African intelligence After the war, the two made several false starts in the informational field before setting up their successful clipventure. They regard their business at anything ex-cept process and see it as a natural outgrowth of their ear-lier intelligence, activities.